US010742340B2

(12) **United States Patent**
Raichelgauz et al.

(10) **Patent No.: US 10,742,340 B2**
(45) **Date of Patent: Aug. 11, 2020**

(54) **SYSTEM AND METHOD FOR IDENTIFYING THE CONTEXT OF MULTIMEDIA CONTENT ELEMENTS DISPLAYED IN A WEB-PAGE AND PROVIDING CONTEXTUAL FILTERS RESPECTIVE THERETO**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 733 days.

(21) Appl. No.: **14/198,178**

(22) Filed: **Mar. 5, 2014**

(65) **Prior Publication Data**

US 2014/0188786 A1 Jul. 3, 2014

Related U.S. Application Data

(63) Continuation-in-part of application No. 13/624,397, filed on Sep. 21, 2012, now Pat. No. 9,191,626, which (Continued)

(30) **Foreign Application Priority Data**

Oct. 26, 2005	(IL)	171577
Jan. 29, 2006	(IL)	173409
Aug. 21, 2007	(IL)	185414

(51) **Int. Cl.**
H04H 60/56 (2008.01)
H04H 60/37 (2008.01)
(Continued)

(52) **U.S. Cl.**
CPC ***H04H 60/56*** (2013.01); ***G06F 16/957*** (2019.01); ***G06Q 30/0251*** (2013.01);
(Continued)

(58) **Field of Classification Search**
CPC ... H04H 60/56; G06F 16/957; G06Q 30/0251
See application file for complete search history.

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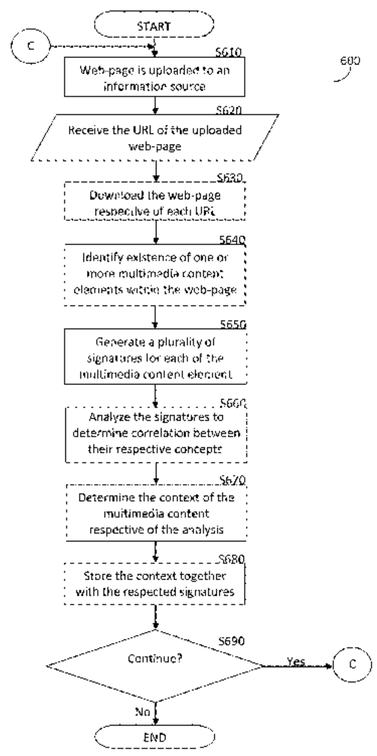
(57) **ABSTRACT**

A method and system for providing contextual filters respective of an identified context of a plurality of multimedia content elements are provided. The method comprises receiving the plurality of multimedia content elements; generating at least one signature for each of the plurality of multimedia content elements; determining a context of each of the plurality of multimedia content elements based on its respective at least one signature, wherein a context is determined as the correlation among a plurality of cluster of signatures; and providing at least one contextual filter respective of the context of each of the plurality of multimedia content elements.

24 Claims, 8 Drawing Sheets



Related U.S. Application Data

is a continuation-in-part of application No. 13/344,400, filed on Jan. 5, 2012, now Pat. No. 8,959,037, which is a continuation of application No. 12/434,221, filed on May 1, 2009, now Pat. No. 8,112,376, said application No. 13/624,397 is a continuation-in-part of application No. 12/084,150, filed as application No. PCT/IL2006/001235 on Oct. 26, 2006, now Pat. No. 8,655,801, said application No. 13/624,397 is a continuation-in-part of application No. 12/195,863, filed on Aug. 21, 2008, now Pat. No. 8,326,775, which is a continuation-in-part of application No. 12/084,150, filed on Apr. 7, 2009, now Pat. No. 8,655,801.

(60) Provisional application No. 61/773,349, filed on Mar. 6, 2013.

(51) **Int. Cl.**

H04N 21/258	(2011.01)
H04N 21/2668	(2011.01)
H04N 21/466	(2011.01)
H04H 60/47	(2008.01)
H04H 60/33	(2008.01)
H04N 7/173	(2011.01)
H04N 21/81	(2011.01)
G06Q 30/02	(2012.01)
G06F 16/957	(2019.01)

(52) **U.S. Cl.**

CPC ***H04H 60/33*** (2013.01); ***H04H 60/37*** (2013.01); ***H04H 60/47*** (2013.01); ***H04N 7/17318*** (2013.01); ***H04N 21/25891*** (2013.01); ***H04N 21/2668*** (2013.01); ***H04N 21/466*** (2013.01); ***H04N 21/8106*** (2013.01); *H04H 2201/90* (2013.01)

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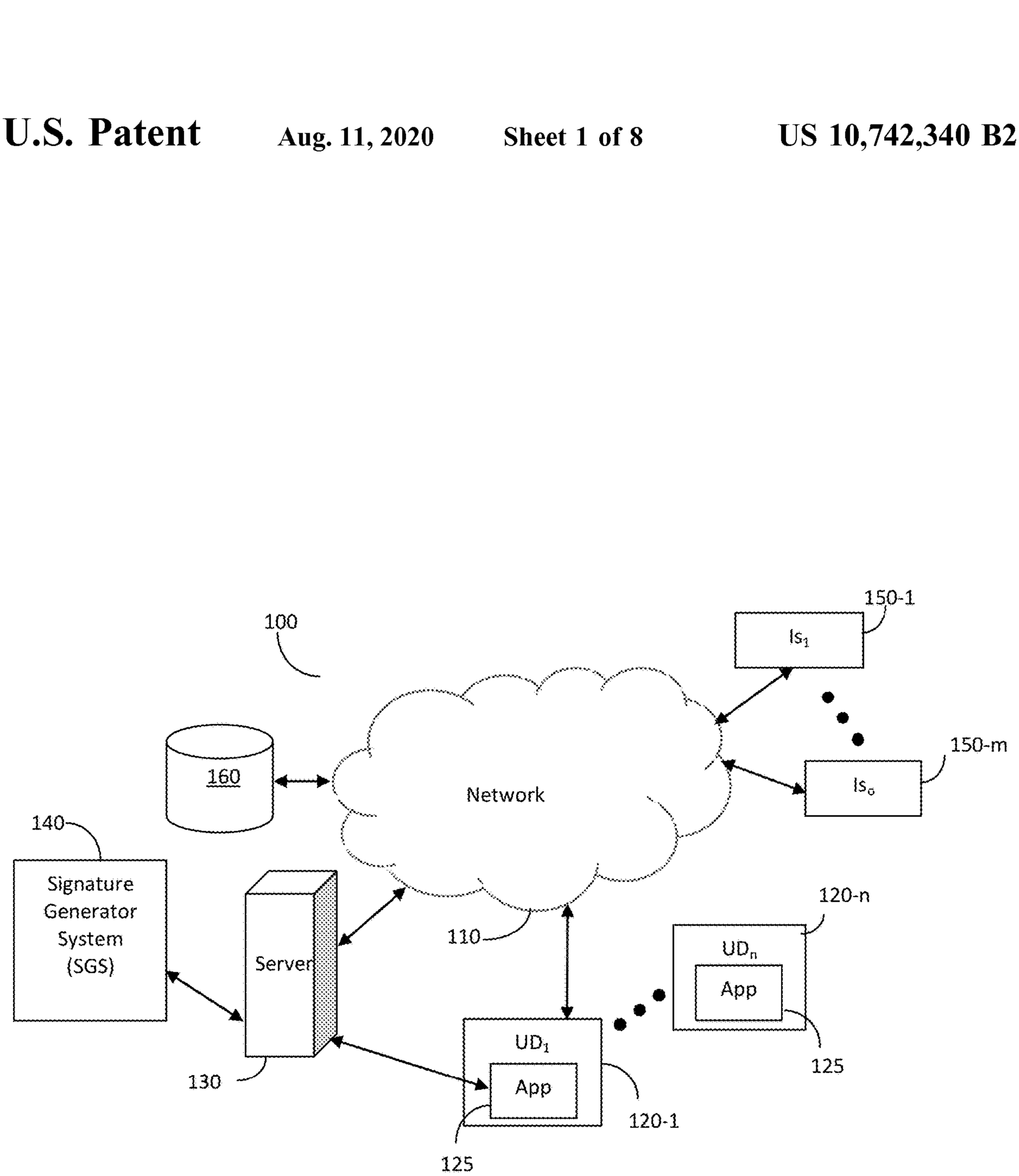
100
150-1
IS_1
150-m
IS_o
160
Network
140
Signature Generator System (SGS)
Server
110
120-n
UD_n
App
125
UD_1
App
120-1
125
130

FIG. 1

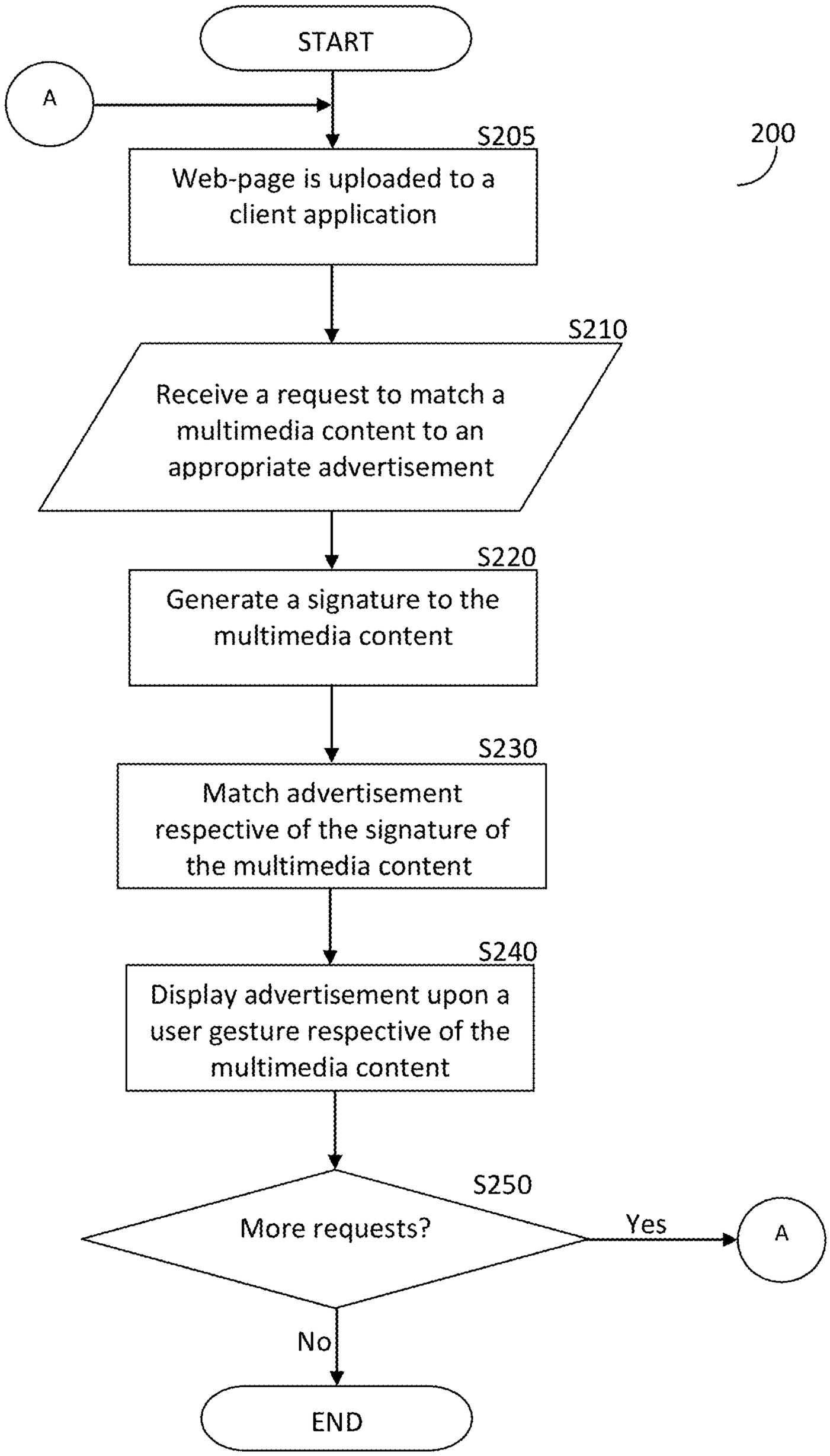
START
A
S205
Web-page is uploaded to a client application
200
S210
Receive a request to match a multimedia content to an appropriate advertisement
S220
Generate a signature to the multimedia content
S230
Match advertisement respective of the signature of the multimedia content
S240
Display advertisement upon a user gesture respective of the multimedia content
S250
More requests?
Yes
A
No
END

FIG. 2

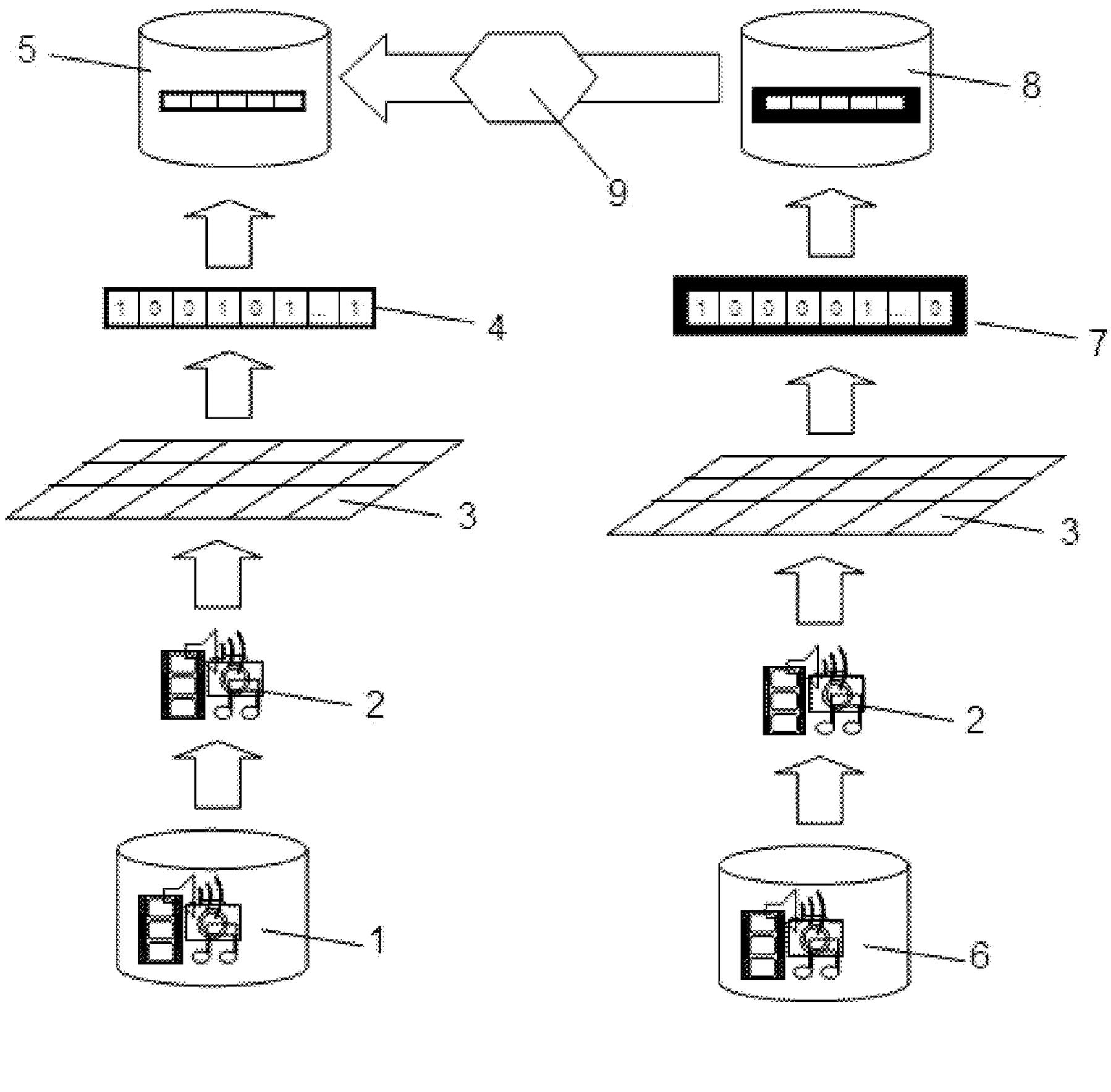

FIG. 3

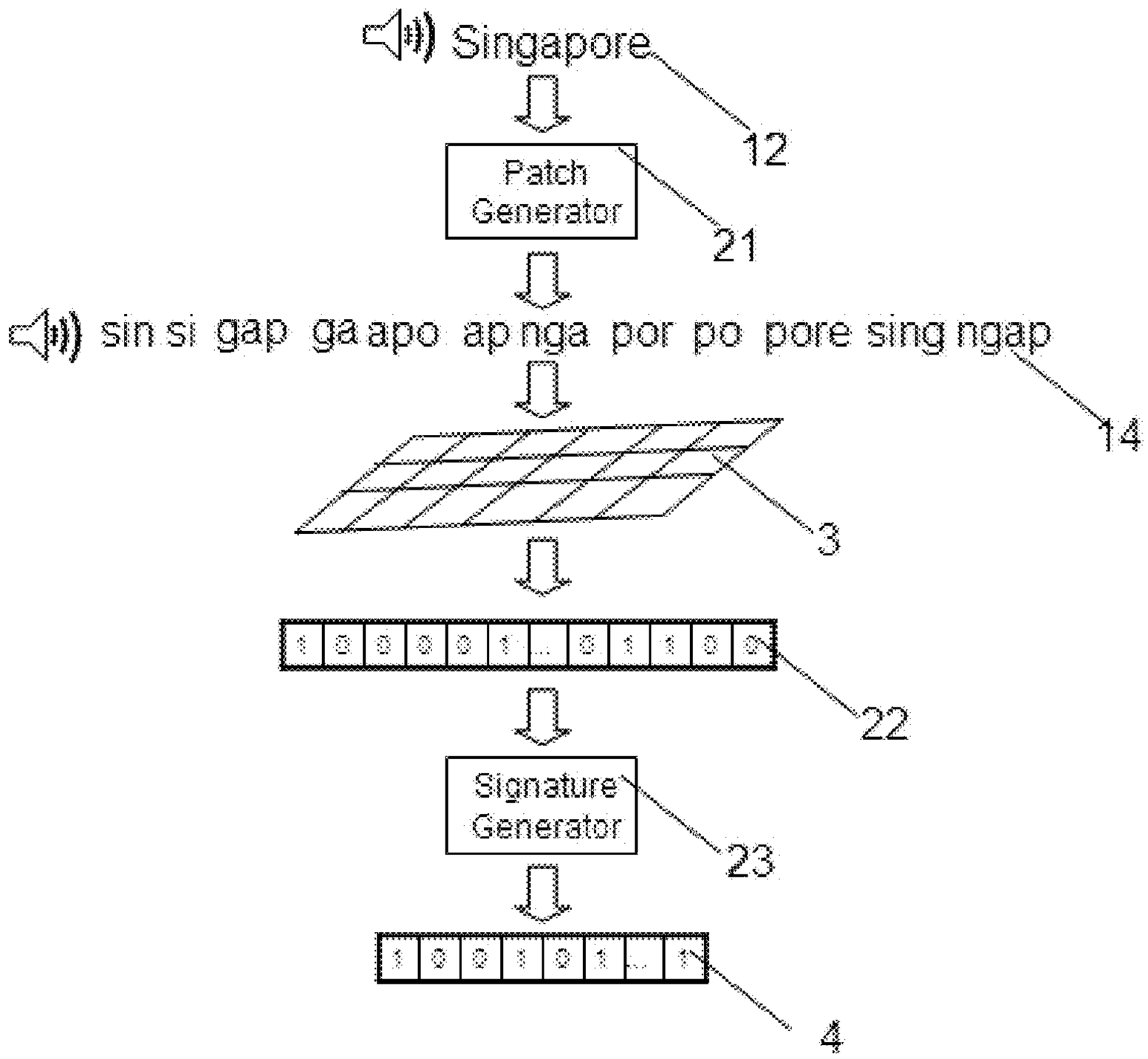
Singapore
12
Patch Generator
21
sin si gap ga apo ap nga por po pore sing ngap
14
3
1 0 0 0 0 1 ... 0 1 1 0 0
22
Signature Generator
23
1 0 0 1 0 1 ... 1
4

FIG. 4

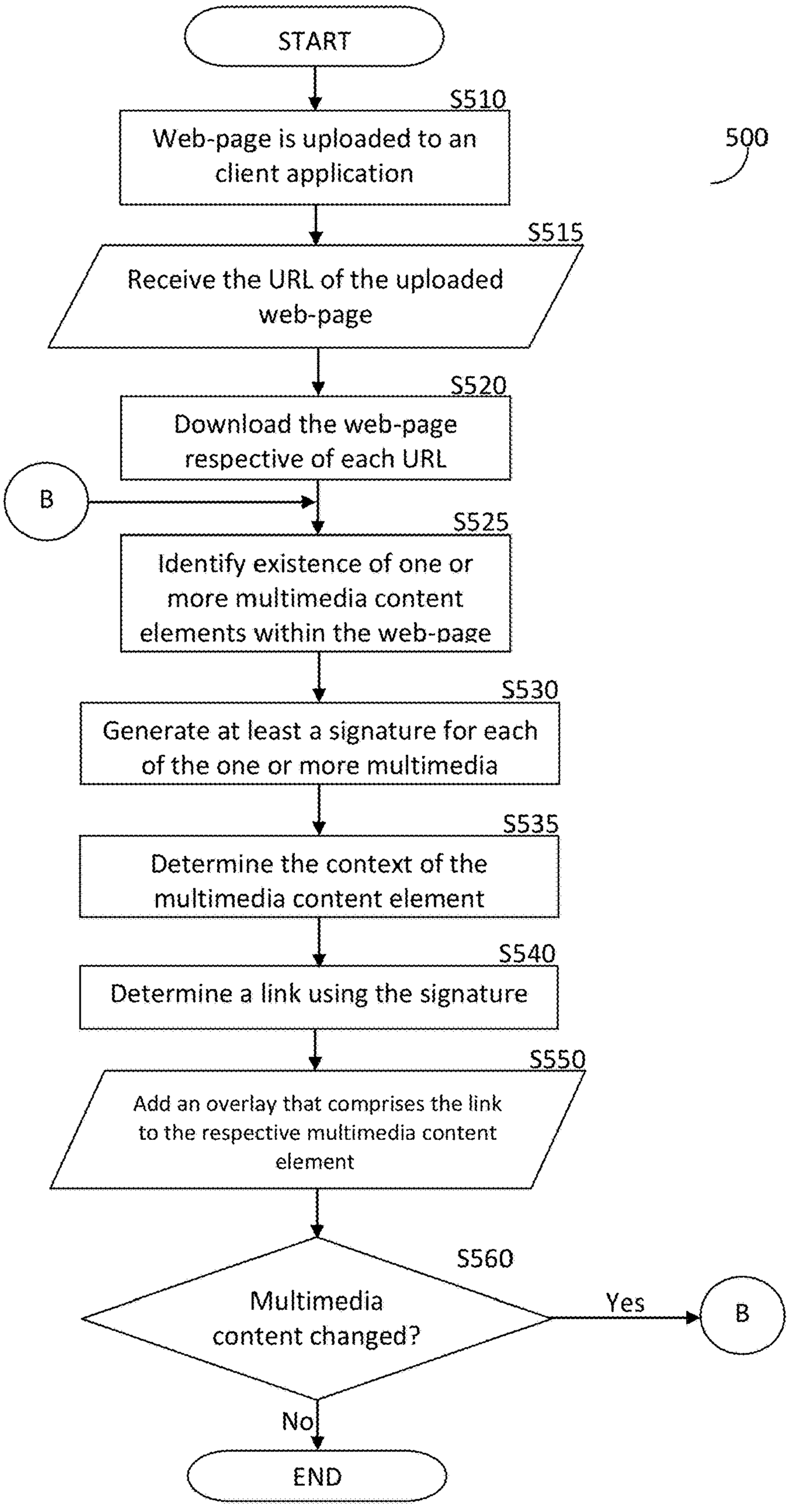
START
S510
Web-page is uploaded to an client application
500
S515
Receive the URL of the uploaded web-page
S520
Download the web-page respective of each URL
B
S525
Identify existence of one or more multimedia content elements within the web-page
S530
Generate at least a signature for each of the one or more multimedia
S535
Determine the context of the multimedia content element
S540
Determine a link using the signature
S550
Add an overlay that comprises the link to the respective multimedia content element
S560
Multimedia content changed?
Yes
B
No
END

FIG. 5

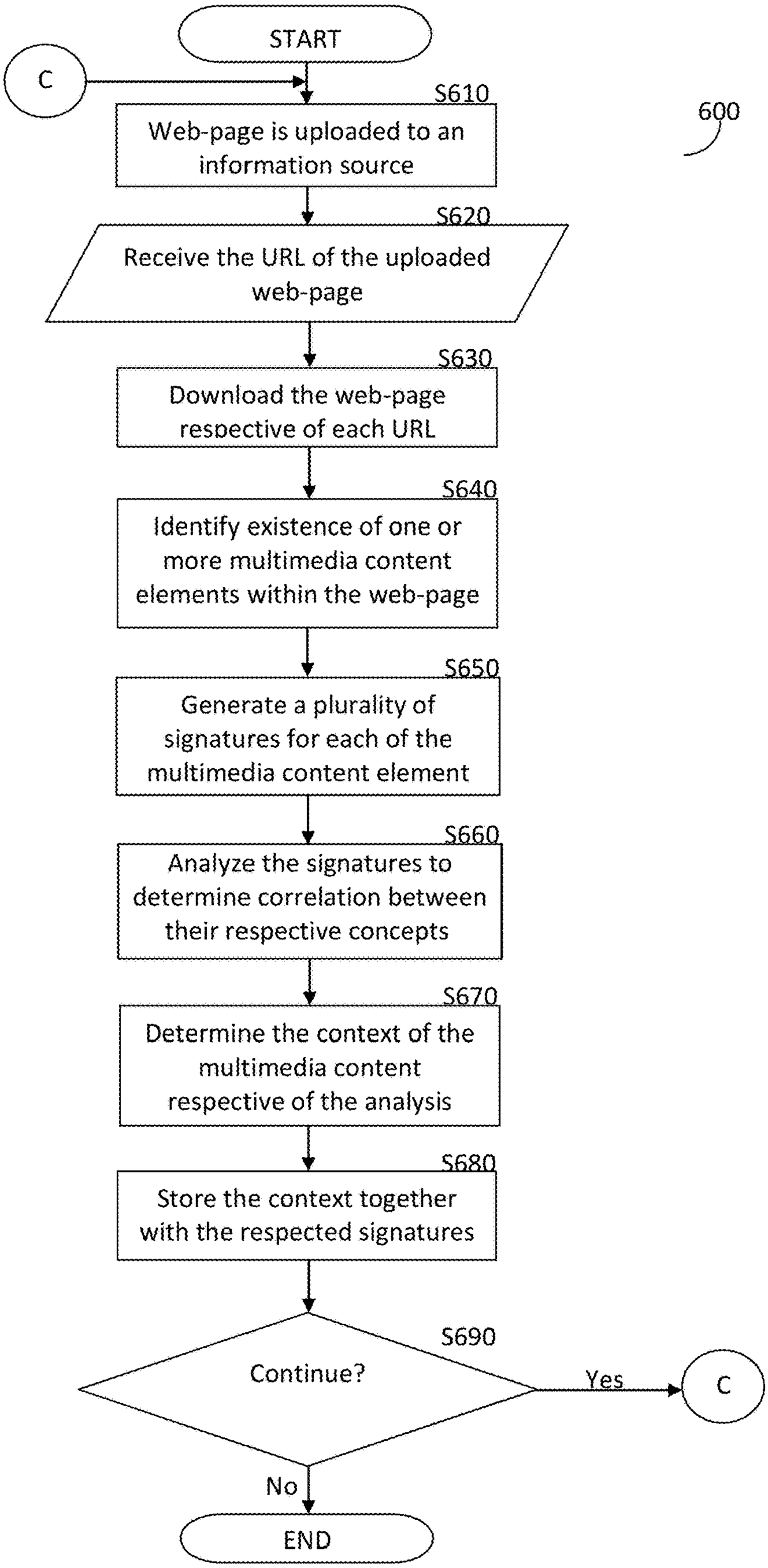
START
C
S610
Web-page is uploaded to an information source
600
S620
Receive the URL of the uploaded web-page
S630
Download the web-page respective of each URL
S640
Identify existence of one or more multimedia content elements within the web-page
S650
Generate a plurality of signatures for each of the multimedia content element
S660
Analyze the signatures to determine correlation between their respective concepts
S670
Determine the context of the multimedia content respective of the analysis
S680
Store the context together with the respected signatures
S690
Continue?
Yes
C
No
END

FIG. 6

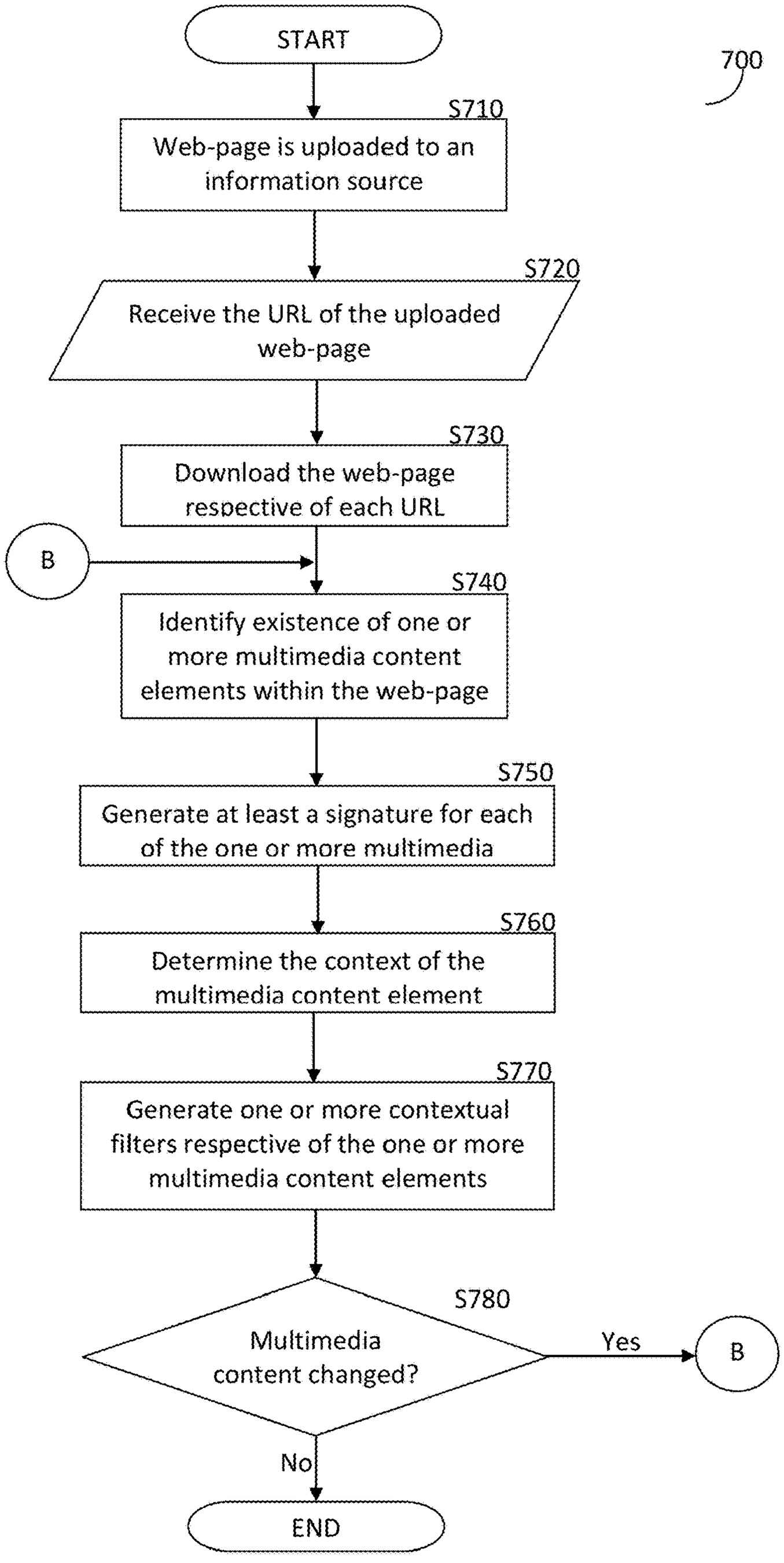
700
START
S710
Web-page is uploaded to an information source
S720
Receive the URL of the uploaded web-page
S730
Download the web-page respective of each URL
B
S740
Identify existence of one or more multimedia content elements within the web-page
S750
Generate at least a signature for each of the one or more multimedia
S760
Determine the context of the multimedia content element
S770
Generate one or more contextual filters respective of the one or more multimedia content elements
S780
Multimedia content changed?
Yes
B
No
END

FIG. 7

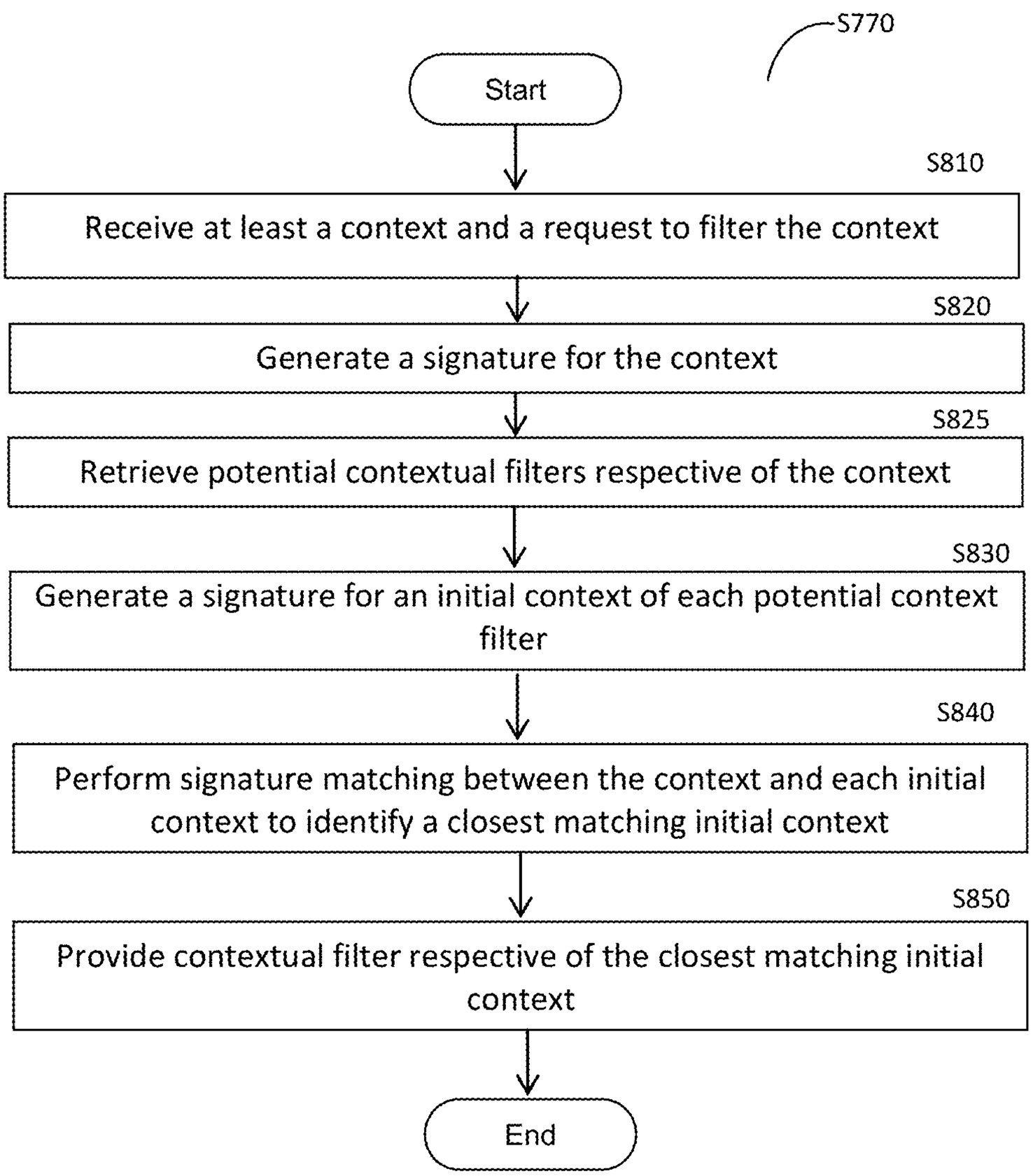
S770
Start
S810
Receive at least a context and a request to filter the context
S820
Generate a signature for the context
S825
Retrieve potential contextual filters respective of the context
S830
Generate a signature for an initial context of each potential context filter
S840
Perform signature matching between the context and each initial context to identify a closest matching initial context
S850
Provide contextual filter respective of the closest matching initial context
End

FIG. 8

SYSTEM AND METHOD FOR IDENTIFYING THE CONTEXT OF MULTIMEDIA CONTENT ELEMENTS DISPLAYED IN A WEB-PAGE AND PROVIDING CONTEXTUAL FILTERS RESPECTIVE THERETO

CROSS-REFERENCE TO RELATED APPLICATIONS

This application claims the benefit of U.S. Provisional Application No. 61/773,349 filed on Mar. 6, 2013, the contents of which are herein incorporated by reference. This application is also a continuation-in-part (CIP) of U.S. patent application Ser. No. 13/624,397 filed on Sep. 21, 2012, now pending, which is a CIP of:

(a) U.S. patent application Ser. No. 13/344,400 filed on Jan. 5, 2012, now pending, which is a continuation of U.S. patent application Ser. No. 12/434,221, filed May 1, 2009, now U.S. Pat. No. 8,112,376;

(b) U.S. patent application Ser. No. 12/084,150 filed on Apr. 7, 2009, now U.S. Pat. No. 8,655,801, which is the National Stage of International Application No. PCT/IL2006/001235, filed on Oct. 26, 2006, which claims foreign priority from Israeli Application No. 171577 filed on Oct. 26, 2005 and Israeli Application No. 173409 filed on 29 Jan. 2006; and,

(c) U.S. patent application Ser. No. 12/195,863, filed Aug. 21, 2008, now U.S. Pat. No. 8,326,775, which claims priority under 35 USC 119 from Israeli Application No. 185414, filed on Aug. 21, 2007, and which is also a continuation-in-part (CIP) of the above-referenced U.S. patent application Ser. No. 12/084,150.

All of the applications referenced above are herein incorporated by reference for all that they contain.

TECHNICAL FIELD

The present invention relates generally to the analysis of multimedia content displayed in a web-page, and more specifically to a system for editing and filtering the context of multimedia content.

BACKGROUND

A web page is a document that is suitable for the World Wide Web and can be accessed through a web browser. Web pages generally contain other resources such as style sheets, scripts, and multimedia content elements in their final presentation. That is, media-rich web pages usually include information as to the colors of text, backgrounds, and links to multimedia content elements to be included in the final presentation when rendered by the web browser. A multimedia content element may include an image, graphics, a video stream, a video clip, an audio stream, an audio clip, and the like.

Web pages may consist of static or dynamic multimedia content elements retrieved from a web server's file system or by a web application. For example, a Facebook® page may include static images, such as a profile picture, and also dynamic contents of such pictures and/or video clips fed by other users.

In the related art there are different techniques for identifying the context of a web page. For example, the context may be determined based on the domain name of a web page mapped to a category (e.g., news, sports, etc.), textual analysis of the web page, or by information embedded in the

web page by a programmer of the page. Although such techniques may be efficient in determining the context of static web pages, they cannot provide the current context of the web page that is dynamically changed. Further, the granularity of such context analysis may be in most cases, high level (e.g., news) without providing the context of the current content or topic (e.g., election of a particular candidate) presented in the web page.

Furthermore, there is no available solution to determine the context of a web page based on multimedia content elements presented therein and specifically, dynamic elements. Extraction of individual multimedia content elements in the web page through the identification of a plurality of multimedia content elements to determine that their respective context is not discussed in the related art. As noted above, in a web page some of the multimedia content elements are static, such as background colors or images. However, such images can provide little information about the current context of the information presented in the web page. The dynamic elements often provide information that more accurately reflects the real story behind the current state of the web page.

It would therefore be advantageous to provide a solution that would overcome the deficiencies of the prior art by identifying a plurality of elements within multimedia content and determining the context of the multimedia content. It would be further advantageous if such a solution enable to editing and filtering of the context of the multimedia content.

SUMMARY

Certain embodiments disclosed herein include a method and system for providing contextual filters respective of an identified context of a plurality of multimedia content elements are provided. The method comprises receiving the plurality of multimedia content elements; generating at least one signature for each of the plurality of multimedia content elements; determining a context of each of the plurality of multimedia content elements based on its respective at least one signature, wherein a context is determined as the correlation among a plurality of cluster of signatures; and providing at least one contextual filter respective of the context of each of the plurality of multimedia content elements.

BRIEF DESCRIPTION OF THE DRAWINGS

The subject matter disclosed herein is particularly pointed out and distinctly claimed in the claims at the conclusion of the specification. The foregoing and other objects, features, and advantages of the invention will be apparent from the following detailed description taken in conjunction with the accompanying drawings.

FIG. **1** is a schematic block diagram of a network system utilized to describe the various embodiments disclosed herein;

FIG. **2** is a flowchart describing the process of matching an advertisement to a multimedia content element displayed on a web-page;

FIG. **3** is a block diagram depicting the basic flow of information in the signature generator system;

FIG. **4** is a diagram showing the flow of patches generation, response vector generation, and signature generation in a large-scale speech-to-text system;

FIG. **5** is a flowchart describing a process of adding an overlay to multimedia content displayed on a web-page;

FIG. **6** is a flowchart describing a method for determining the context indicated by the relation between multimedia content elements displayed in a web-page according to one embodiment;

FIG. **7** is a flowchart describing a method for providing one or more contextual filters according to one embodiment; and

FIG. **8** is a flowchart demonstrating a method for generating contextual filters according to an embodiment.

DETAILED DESCRIPTION

It is important to note that the embodiments disclosed herein are only examples of the many advantageous uses of the innovative teachings herein. In general, statements made in the specification of the present application do not necessarily limit any of the various claimed inventions. Moreover, some statements may apply to some inventive features but not to others. In general, unless otherwise indicated, singular elements may be in plural and vice versa with no loss of generality. In the drawings, like numerals refer to like parts through several views.

Certain exemplary embodiments disclosed herein provide a system and method that determine the context of one or more multimedia content elements, or portions thereof and provide one or more contextual filters respective thereto. Accordingly, at least one signature is generated for each multimedia content element, or portion thereof displayed. Then, the signatures are analyzed to determine the concept of each of the signatures and the context of the one or more multimedia content elements respective thereto. In one embodiment, the one or more multimedia content elements are extracted from a web-page. One or more contextual filters are then provided to the user respective of the concept of each of the signatures and the context of the one or more multimedia content elements respective thereto. The contextual filters enable a user to edit one or more elements within the multimedia content.

FIG. **1** shows an exemplary and non-limiting schematic diagram of a network system **100** utilized to describe the various embodiments disclosed herein. A network **110** is used to communicate between different parts of the system **100**. The network **110** may be the Internet, the world-wide-web (WWW), a local area network (LAN), a wide area network (WAN), a metro area network (MAN), and other networks capable of enabling communication between the elements of the system **100**.

Further connected to the network **110** are one or more user devices **120-1** through **120-***n* (collectively referred to hereinafter as user devices **120** or individually as a user device **120**) through one or more client applications **125**. A user device **120** may be, for example, a personal computer (PC), a personal digital assistant (PDA), a mobile phone, a smart phone, a tablet computer, a wearable computing device, and other kinds of wired and mobile appliances, equipped with browsing, viewing, listening, filtering, and managing capabilities, etc., that are enabled as further discussed herein below.

The system **100** also includes a plurality of information sources **150-1** through **150-***m* (collectively referred to hereinafter as information sources **150** or individually as information sources **150**) being connected to the network **110**. Each of the information sources **150** may be, for example, a web server, an application server, a publisher server, an ad-serving system, a data repository, a database, and the like. Also connected to the network **110** is a data warehouse **160** that stores multimedia content elements, clusters of multimedia content elements, and the context determined for a web page as identified by its URL. In the embodiment illustrated in FIG. **1**, a context server **130** communicates with the data warehouse **160** through the network **110**. In other non-limiting configurations, the context sever **130** is directly connected to the data warehouse **160**.

The various embodiments disclosed herein are realized using the context server **130** and a signature generator system (SGS) **140**. The SGS **140** may be connected to the context server **130** directly or through the network **110**. The context server **130** is enabled to receive and serve multimedia content elements and causes the SGS **140** to generate a signature respective of the multimedia content elements. The process for generating the signatures for multimedia content is explained in more details herein below with respect to FIGS. **3** and **4**. It should be noted that each of the context server **130** and the SGS **140** typically comprises a processing unit, such as a processor (not shown) that is coupled to a memory. The memory contains instructions that can be executed by the processing unit. The transaction of the context server **130** also includes an interface (not shown) to the network **110**.

According to the disclosed embodiments, the context server **130** is configured to receive at least a URL of a web page hosted in an information source **150** and accessed by a user device **120**. The context server **130** is further configured to analyze the multimedia content elements contained in the web page to determine their context, thereby ascertaining the context of the web page. This is performed based on at least one signature generated for each multimedia content element. It should be noted that the context of an individual multimedia content element or a group of elements is extracted from the web page, received from a user device **120** (e.g., uploaded video clip), or retrieved from the data warehouse **160**.

A user visits a web-page using a user device **120**. When the web-page is uploaded on the user device **120**, a request is sent to the context server **130** to analyze the multimedia content elements contained in the web-page. The request to analyze the multimedia content elements can be generated and sent by a script executed in the web-page, an agent installed in the web-browser, or by one of the information sources **150** (e.g., a web server or a publisher server) when requested to upload one or more advertisements to the web-page. The request to analyze the multimedia content may include a URL of the web-page or a copy of the web-page. In one embodiment, the request may include multimedia content elements extracted from the web-page. A multimedia content element may include, for example, an image, a graphic, a video stream, a video clip, an audio stream, an audio clip, a video frame, a photograph, and an image of signals (e.g., spectrograms, phasograms, scalograms, etc.), and/or combinations thereof and portions thereof.

The context server **130** is configured to analyze the multimedia content elements in the web-page to determine their context. For example, if the web page contains images of palm trees, a beach, and the coast line of San Diego, the context of the web page may be determined to be "California sea shore." The determined context can be utilized to detect one or more matching advertisements for the multimedia content elements. According to this embodiment, the SGS **140** generates for each multimedia content element provided by the context server **130** at least one signature. The generated signature(s) may be robust to noise and distortion as discussed below. Then, using the generated signature(s), the context server **130** determines the context of the elements

and searches the data warehouse **160** for a matching advertisement based on the context. For example, if the signature of an image indicates a "California sea shore", then an advertisement for a swimsuit can be a potential matching advertisement.

It should be noted that using signatures for determining the context and thereby for the searching of advertisements ensures more accurate reorganization of multimedia content than, for example, when using metadata instead. For instance, in order to provide a matching advertisement for a sports car it may be desirable to locate a car of a particular model. However, in most cases the model of the car would not be part of the metadata associated with the multimedia content (image). Moreover, the car shown in an image may be at angles different from the angles of a specific photograph of the car that is available as a search item.

It should be appreciated that the signature generated for that image would enable accurate recognition of the model of the car because the signatures generated for the multimedia content elements, according to the disclosed embodiments, allow for recognition and classification of multimedia content elements, such as content-tracking, video filtering, multimedia taxonomy generation, video fingerprinting, speech-to-text, audio classification, element recognition, video/image search and any other application requiring content-based signatures generation and matching for large content volumes such as, web and other large-scale databases.

In one embodiment, the signatures generated for more than one multimedia content element are clustered. The clustered signatures are used to determine the context of the web page and to search for a matching advertisement. It should be noted that other content items that are not advertisements may be determined. The one or more selected matching advertisements are retrieved from the data warehouse **160** and uploaded to the web-page on the web browser **120**.

FIG. **2** depicts an exemplary and non-limiting flowchart **200** describing the process of matching an advertisement to multimedia content displayed on a web-page. In S**205**, a web-page is uploaded to one of the client applications (e.g., client application **125**). In S**210**, a request to match at least one multimedia content element contained in the uploaded web-page to an appropriate advertisement item is received. The request can be received from a publisher server, a script running on the uploaded web-page, or the client application **125**. S**210** can also include extracting the multimedia content elements for a signature that should be generated.

In S**220**, at least one signature for the multimedia content element executed from the web page is generated. The signature for the multimedia content element generated by a signature generator is described below with respect to FIGS. **3** and **4**. In one embodiment, based on the generated signatures, the context of the extracted multimedia content elements, and thereby the web page, is determined as described below with respect to FIG. **6**.

In S**230**, an advertisement item is matched to the multimedia content element respective of its generated signatures and/or the determined context. The matching process includes searching for at least one advertisement item respective of the signature of the multimedia content and a display of the at least one advertisement item within the display area of the web-page. The signatures generated for the multimedia content elements are clustered and the cluster of signatures is matched to one or more advertisement items. The matching of an advertisement to a multimedia content element can be performed by the computational cores that are part of a large scale matching discussed in detail below.

In S**240**, upon a user's gesture the advertisement item is uploaded to the web-page and displayed therein. The user's gesture may be: a scroll on the multimedia content element, a press on the multimedia content element, and/or a response to the multimedia content. This ensures that the user's attention is given to the advertised content. In S**250**, it is checked whether there are additional requests to analyze multimedia content elements, and if so, execution continues with S**210**; otherwise, execution terminates.

As a non-limiting example, an image that contains a plurality of multimedia content elements is identified by the context server **130** in an uploaded web-page. The SGS **140** generates at least one signature for each multimedia content element executed from the image that exists in the web page. According to this example a printer and a scanner are shown in the image and the SGS **140** generates signatures respective thereto. The server **130** is configured to determine that the context of the image is office equipment. Therefore, the context server **130** is configured to match at least one advertisement suitable for office equipment.

FIGS. **3** and **4** illustrate the generation of signatures for the multimedia content elements by the SGS **140** according to one embodiment. An exemplary high-level description of the process for large scale matching is depicted in FIG. **3**. In this example, the matching is for a video content.

Video content segments **2** from a Master database (DB) **6** and a Target DB **1** are processed in parallel by a large number of independent computational Cores **3** that constitute an architecture for generating the Signatures (hereinafter the "Architecture"). Further details on the computational Cores generation are provided below. The independent Cores **3** generate a database of Robust Signatures and Signatures **4** for Target content-segments **5** and a database of Robust Signatures and Signatures **7** for Master content-segments **8**. An exemplary and non-limiting process of signature generation for an audio component is shown in detail in FIG. **4**. Finally, Target Robust Signatures and/or Signatures are effectively matched, by a matching algorithm **9**, to Master Robust Signatures and/or Signatures database to find all matches between the two databases.

To demonstrate an example of the signature generation process, it is assumed, merely for the sake of simplicity and without limitation on the generality of the disclosed embodiments, that the signatures are based on a single frame, leading to certain simplification of the computational cores generation. The Matching System is extensible for signatures generation capturing the dynamics in-between the frames.

The Signatures' generation process is now described with reference to FIG. **4**. The first step in the process of signatures generation from a given speech-segment is to breakdown the speech-segment to K patches **14** of random length P and random position within the speech segment **12**. The breakdown is performed by the patch generator component **21**. The value of the number of patches K, random length P and random position parameters is determined based on optimization, considering the tradeoff between accuracy rate and the number of fast matches required in the flow process of the context server **130** and SGS **140**. Thereafter, all the K patches are injected in parallel into all computational Cores **3** to generate K response vectors **22**, which are fed into a signature generator system **23** to produce a database of Robust Signatures and Signatures **4**.

In order to generate Robust Signatures, i.e., Signatures that are robust to additive noise L (where L is an integer equal to or greater than 1) by the Computational Cores **3** a frame T is injected into all the Cores **3**. Then, Cores **3** generate two binary response vectors: $\vec{S}$ which is a Signature vector, and $\overrightarrow{RS}$ which is a Robust Signature vector.

For generation of signatures robust to additive noise, such as White-Gaussian-Noise, scratch, etc., but not robust to distortions, such as crop, shift and rotation, etc., a core Ci={ni} (1≤i≤L) may consist of a single leaky integrate-to-threshold unit (LTU) node or more nodes. The node n_i equations are:

$$V_i = \sum_j w_{ij} k_j$$

$$n_i = \Box(Vi - Th_x)$$

where, □ is a Heaviside step function; w_{ij} is a coupling node unit (CNU) between node i and image component j (for example, grayscale value of a certain pixel j); kj is an image component 'j' (for example, grayscale value of a certain pixel j); Th_x is a constant Threshold value, where 'x' is 'S' for Signature and 'RS' for Robust Signature; and Vi is a Coupling Node Value.

The Threshold values Th_x are set differently for Signature generation and for Robust Signature generation. For example, for a certain distribution of Vi values (for the set of nodes), the thresholds for Signature (Th_S) and Robust Signature (Th_{RS}) are set apart, after optimization, according to at least one or more of the following criteria:

1: For: $V_i > Th_{RS}$

$1-p(V>Th_S)-1-(1-\varepsilon)^1 \ll 1$

i.e., given that/nodes (cores) constitute a Robust Signature of a certain image I, the probability that not all of these I nodes will belong to the Signature of same, but noisy image, $\tilde{I}$ is sufficiently low (according to a system's specified accuracy).

2: $p(V_i > Th_{RS}) \approx 1/L$

i.e., approximately 1 out of the total L nodes can be found to generate a Robust Signature according to the above definition.

3: Both Robust Signature and Signature are generated for certain frame i.

It should be understood that the generation of a signature is unidirectional, and typically yields lossless compression, where the characteristics of the compressed data are maintained but the uncompressed data cannot be reconstructed. Therefore, a signature can be used for the purpose of comparison to another signature without the need of comparison to the original data. The detailed description of the Signature generation can be found in U.S. Pat. Nos. 8,326,775 and 8,312,031, assigned to common assignee, which are hereby incorporated by reference for all the useful information they contain.

A Computational Core generation is a process of definition, selection, and tuning of the parameters of the cores for a certain realization in a specific system and application. The process is based on several design considerations, such as:

(a) The Cores should be designed so as to obtain maximal independence, i.e., the projection from a signal space should generate a maximal pair-wise distance between any two cores' projections into a high-dimensional space.

(b) The Cores should be optimally designed for the type of signals, i.e., the Cores should be maximally sensitive to the spatio-temporal structure of the injected signal, for example, and in particular, sensitive to local correlations in time and space. Thus, in some cases a core represents a dynamic system, such as in state space, phase space, edge of chaos, etc., which is uniquely used herein to exploit their maximal computational power.

(c) The Cores should be optimally designed with regard to invariance to a set of signal distortions, of interest in relevant applications.

A detailed description of the Computational Core generation and the process for configuring such cores is discussed in more detail in U.S. Pat. No. 8,655,801 referenced above.

FIG. **5** depicts an exemplary and non-limiting flowchart **500** describing the process of adding an overlay to multimedia content displayed on a web-page according to one embodiment. In S**510**, the process starts when a web-page is uploaded to a client application (e.g., client application **125**) or when an information source (e.g., information source **150-1**) receives a request to host the requested web-page. In S**515**, the context server **130** receives the uniform resource locator (URL) of the uploaded web-page. In another embodiment, the uploaded web-page includes an embedded script. The script extracts the URL of the web-page, and sends the URL to the context server **130**. In another embodiment, an add-on installed in the web-browser executed by a user device **120** extracts the URL of the uploaded web-page, and sends the URL to the context server **130**. In yet another embodiment, an agent is installed on a user device executing the web browser executed by a user device **120**. The agent is configured to monitor web-pages uploaded to the website, extract the URLs, and send them to the server context **130**. In another embodiment, a web-server (e.g., information source **150**) hosting the requested web-page provides the context server **130** with the URL of the requested web-page. It should be noted that only URLs of selected web sites can be sent to the context server **130**, for example, URLs related to web-sites that paid for the additional information.

In S**520**, the web-page respective of each received URL is downloaded to the context server **130**. In S**525**, the web-page is then analyzed in order to identify the existence of at least one or more multimedia content elements in the uploaded web-page. It should be understood that a multimedia content element, such as an image or a video, may include a plurality of multimedia content elements. In S**530**, for each multimedia content element identified by the context server **130**, at least one signature is generated. The signatures for the multimedia content elements are generated as described in greater detail above.

In S**535**, respective of each signature, the context of the multimedia content element is determined. The determination of context based on the signatures is discussed in more detail below. In S**540**, respective of the context or the signature of the elements, the context server **130** determines one or more links to content that exist on an information source, for example, an information source **150** that can be associated with the multimedia content element. A link may be a hyperlink, a URL, and the like to external resource information.

That is, the content accessed through the link may be, for example, informative web-pages such as a page from the Wikipedia® website. The determination of the link may be made by identification of the context of the signatures generated by the context server **130**. As an example, if the context of the multimedia content elements was identified as

a football player, then a link to a sports website that contains information about the football player is determined.

In S**550**, the determined link to the content is added as an overlay to the web-page by the context server **130**, respective of the corresponding multimedia content element. According to one embodiment, a link that contains the overlay may be provided to a web browser (e.g., a web browser executed by user device **120-1**) respective of a user's gesture. A user's gesture may be: a scroll on the multimedia content element, a click on the at least one multimedia content element, and/or a response to the at least one multimedia content or portion thereof.

The modified web-page that includes at least one multimedia content element with the added link can be sent directly to the web browser requesting the web-page. This requires establishing a data session between the context server **130** and the web browsers. In another embodiment, the multimedia element including the added link is returned to a web server (e.g., information source **150**) hosting the requested web-page. The web server returns the requested web-page with the multimedia element containing the added link to the web browser requesting the web-page. Once the "modified" web-page is displayed over the web browser on user device **120-1**, a detected user's gesture over the multimedia element would cause the web browser to upload the content (e.g., a Wikipedia web-page) accessed by the link added to the multimedia element.

In S**560**, it is checked whether the one or more multimedia content elements contained in the web-page has changed, and if so, execution continues with S**525**; otherwise, execution terminates.

As a non-limiting example, a web-page containing an image of the movie "Pretty Woman" is uploaded to the context server **130**. A signature is generated by the SGS **140** respective of the actor Richard Gere and the actress Julia Roberts, both shown in the image. The context of the signatures according to this example may be "American Movie Actors". An overlay containing the links to Richard Gere's biography and Julia Roberts' biography on the Wikipedia® website is added over the image such that upon detection of a user's gesture, for example, a mouse clicking over the part of the image where Richard Gere is shown, the link to Richard Gere's biography on Wikipedia® is provided to the user.

As a non-limiting example, a web-page that contains an embedded video clip is requested by a web browser executed by a user device **120-1** from an information source **150-1** and a banner advertising New York City. The context server **130** receives the requested URL. The context server **130** analyzes the video content and the banner within the requested web-page and a signature is generated by the SGS **140** respective of the entertainer Madonna that is shown in the video content and the banner. The context of multimedia content embedded in the web page is determined to be "live pop shows in NYC." In response to the determined context, a link to a hosted web site for purchasing show tickets is added as an overlay to the video clip. The web-page together with the added link is sent to a web server (e.g., an information source **150-1**), which then uploads the requested web-page with the modified video element to the web-browser.

The web-page may contain a number of multimedia content elements; however, in some instances only a few links may be displayed in the web-page. Accordingly, in one embodiment, the signatures generated for the multimedia content elements are clustered and the cluster of signatures is matched to one or more advertisement items.

FIG. **6** shows an exemplary and non-limiting example for determining a context of a multimedia content according to one embodiment. The method may be performed by the context server **130**. In S**610**, a web-page is uploaded to a web-browser (e.g., a web-browser executed by user device **120-1**). In another embodiment, the method starts when a web server (e.g., information source **150-1**) receives a request to host the requested web-page.

In S**620**, the uniform resource locator (URL) of the web-page to be processed is received. In another embodiment, the uploaded web-page includes an embedded script. The script extracts the URL of the web-page, and sends the URL to the context server **130**. In another embodiment, an add-on installed in the web-browser executed by a user device **120-1** extracts the URL of the uploaded web-page, and sends the URL to the context server **130**. In yet another embodiment, client application **125** is configured to monitor web-pages uploaded to the web-site, extract the URLs, and send them to the context server **130**. In another embodiment, the web-server (e.g., an information source **150-1**) hosting the requested web-page, provides the context server **130** with the URL of the requested web-page. It should be noted that only URLs of selected web sites can be sent to the context server **130**, for example, URLs related to web-sites that paid for the additional information.

In S**630**, the web-page respective of each received URL is downloaded to the context server **130**. In S**640**, the web-page is then analyzed in order to identify the existence of one or more multimedia content elements in the uploaded web-page. Each identified multimedia content element is extracted from the web-page and sent to the SGS **140**.

In S**650**, at least one signature generated for each identified multimedia content element is received by the context server **130**. The at least one signature is generated by the SGS and is robust for noise and distortion. The signatures for the multimedia content elements are generated as described in greater detail above. It should also be noted that signatures can be generated for portions of a multimedia content element.

In S**660**, the correlation between the signatures of all extracted multimedia content elements, or portions thereof is analyzed. Specifically, each signature represents a different concept. The signatures are analyzed to determine the correlation concepts. A concept is an abstract description of the content to which the signature was generated. For example, a concept of the signature generated for a picture showing a bouquet of red roses is "flowers." The correlation between concepts can be achieved by identifying a ratio between signatures' sizes, a spatial location of each signature, and so on using probabilistic models. As noted above a signature represents a concept and is generated for a multimedia content element. Thus, identifying, for example, the ratio of signatures' sizes may also indicate the ratio between the sizes of their respective objects and entities captured in their respective multimedia elements.

A context is determined as the correlation among a plurality of concepts. A strong context is determined when there are more concepts, or the plurality of concepts, that satisfy the same predefined condition. An example for such context determination using signatures is disclosed in a co-pending U.S. patent application Ser. No. 13/766,463, filed Feb. 13, 2013, entitled "A SYSTEM AND METHODS FOR GENERATION OF A CONCEPT BASED DATABASE", assigned to common assignee, which is hereby incorporated by reference for all the useful information it contains. As an example, the server **130** analyzes signatures generated for multimedia content elements of a smiling child

with a Ferris wheel in the background. The concept of the signature of the smiling child is "amusement" and the concept of a signature of the Ferris wheel is "amusement park." The server **130** further analyzes the relation between the signatures of the child and recognized wheel, to determine that the Ferris wheel is bigger than the child. The relation analysis determines that the Ferris wheel is used to entertain the child. Therefore, the determined context may be "amusement."

According to one embodiment, the context server **130** uses one or more typically probabilistic models to determine the correlation between signatures representing concepts. The probabilistic models determine, for example, the probability that a signature may appear in the same orientation and in the same ratio as another signature. When performing the analysis, the context server **130** utilizes information maintained in the data warehouse **160**, for example, signatures previously analyzed. In S**670**, the context server **130** determines, based on the analysis performed in S**660**, the context of a plurality of multimedia content elements that exist in the web-page and in the context of the web-page.

As an example, an image that contains a plurality of multimedia content elements is identified by the context server **130** in an uploaded web-page. The SGS **140** generates at least one signature for each of the plurality of multimedia content elements that exist in the image. According to this example, the multimedia contents of the singer "Adele," the "red carpet," and a "Grammy" award are shown in the image. The SGS **140** generates signatures respective thereto. The context server **130** analyzes the correlation between "Adele," the "red carpet," and a "Grammy" award and determines the context of the image based on the correlation. According to this example such a context may be "Adele Winning the Grammy Award".

The following is another non-limiting example demonstrating the operation of the server **130**. In this example, a web page containing a plurality of multimedia content elements is identified by the context server **130** in an uploaded web-page. According to this example, the SGS **140** generates signatures for the objects such as a "glass," a piece of "cutlery," and a "plate" which appear in the multimedia elements. The context server **130** then analyzes the correlation between the concepts generated by signatures respective of the data maintained in the data warehouse **160**, for example, analysis of previously generated signatures. According to this example, as all of the concepts "glass," "cutlery," and "plate" satisfy the same predefined condition, a strong context is determined. The context of such concepts may be a "table set". The context can be also determined respective of a ratio of the sizes of the objects (glass, cutlery, and plate) in the image and the distinction of their spatial orientation.

In S**680**, the context of the multimedia content together with the respective signatures is stored in the data warehouse **160** for future use. In S**690**, it is checked whether there are additional web-pages and if so execution continues with S**610**; otherwise, execution terminates.

FIG. **7** depicts an exemplary and non-limiting flowchart **700** describing the process of providing contextual filters according to one embodiment. The method may be performed by the context server **130**. In S**710**, the method starts when a web-page is uploaded to a web-browser (e.g., web-browser executed by user device **120-1**) or when a web-server (e.g., information source **150-1**) receives a request to host the requested web-page. In S**720**, the uniform resource locator (URL) of the uploaded web-page is received at the context server **130**.

In another embodiment, the uploaded web-page includes an embedded script. The script extracts the URL of the web-page, and sends the URL to the context server **130**. In another embodiment, an add-on installed in the web-browser extracts the URL of the uploaded web-page, and sends the URL to the context server **130**. In yet another embodiment, an agent is installed on a user device executing the web browser. The agent is configured to monitor web-pages uploaded to the web-site, extract the URLs, and send them to the server context **130**. In another embodiment, a web-server (e.g., information source **150-1**) hosting the requested web-page, provides the context server **130** with the URL of the requested web-page. It should be noted that only URLs of selected web sites can be sent to the context server **130**, for example, URLs related to web-sites that paid for the additional information.

In S**730**, the web-page respective of each received URL is downloaded to the context server. In S**740**, the web-page is then analyzed in order to identify the existence of at least one or more multimedia content elements in the uploaded web-page. It should be understood that a multimedia content element, such as an image or a video, may include a plurality of multimedia content elements. In S**750**, at least one signature generated for each identified multimedia content element is received by the server **130**. The signatures for the multimedia content elements are generated by the SGS **140** as described in greater detail above.

In S**760**, respective of each signature, the context of the multimedia content element is determined. The determination of context based on the signatures is discussed in more detail hereinabove with respect of FIG. **5**. In S**770**, respective of the context or the signature of the elements, one or more contextual filters to the one or more multimedia content elements are generated. The process of generating a contextual filter is discussed herein below with respect to FIG. **8**.

The one or more contextual filters may be extracted from the data warehouse **160**. The contextual filters enable editing of the context of the multimedia content as well as editing each of the one or more elements within the multimedia content. According to an embodiment, a contextual filter may include an initial context and a final context (e.g., "sadness" and "happiness," "day" and "night," "one" and "three," etc.), an editing action to be performed on concepts of multimedia content elements respective of the initial context and final context (e.g., "change from day to night," "change from sadness to happiness," "change from one to three," etc.), as well as one or more multimedia content elements that may be provided as part of performing the editing action. According to a further embodiment, the multimedia content elements of the contextual filter may be displayed as an overlay over the multimedia content. As an example, a contextual filter may enable changing of the expression of a person's face showing in an image. As another example, the background of an image may be changed as well as time of the day—from morning to night, etc.

As an exemplary and non-limiting example of contextual filter utilization, an image featuring a frowning child standing in front of a rainy background is received. Respective of this image, the server determines that the context of the image is "sadness," and then generates a contextual filter of "change from sadness to happiness." Images featuring a smile and a sunny background, concepts that are indexed with the context "happiness," are provided by the contextual

filter and added to the image as overlays, thereby changing the image to one of a smiling child standing in front of a sunny background.

As another non-limiting example of an embodiment, an image featuring a fish on the sand of a beach is received. Respective of this image, the server determines that the context of the image is "fish out of water" and then generates the contextual filters of "change from one to three" and "change from dry land to ocean." Images featuring three fish and a water background, related to the concepts "three" for fish and "ocean" are provided by their respective contextual filters and added to the image as overlays, thereby changing the image to one of three fish in the ocean.

The one or more contextual filters can be sent directly to the web browser executed by user device **120-1** requesting the web-page. This requires establishing a data session between the context server **130** and the web browsers executed by user devices **120**. In another embodiment, the one or more contextual filters are returned to a web server (e.g., information source **150**) hosting the requested web-page. The web server returns the requested web-page with the multimedia element containing the contextual filters. In S**780**, it is checked whether the one or more multimedia content elements contained in the web-page has changed, and if so, execution continues with S**740**; otherwise, execution terminates.

As a non-limiting example, a web-page containing an image is uploaded to the server **130**. Signatures are then generated by the SGS **140** respective of a person smiling and the background of the image, which is The Dam Square in Amsterdam. A contextual filter is generated and displayed as an overlay over the image. The contextual filter allows changing the user's expression from smiling to crying.

The web-page may contain a number of multimedia content elements; however, in some instances only a few contextual filters may be displayed in the web-page. Accordingly, in one embodiment, the signatures generated for the multimedia content elements are clustered and the cluster of signatures is matched to one or more advertisement items.

FIG. **8** depicts an exemplary flowchart demonstrating the process S**770** for generating contextual filters according to an embodiment. In S**810**, a context and a request to filter the context are received. In S**820**, at least one signature is generated for the context. Further discussion of the signature generation process is discussed hereinabove with respect to FIGS. **3** and **4**. In an embodiment, this signature may be the signature of one of the multimedia content elements representing a concept associated with the context. In another embodiment, this signature may include a portion of the signature of a multimedia content element that demonstrates a high level of matching with a portion of another multimedia content element associated with the context.

In S**825**, potential contextual filters are retrieved from a data warehouse, for example, respective of the context signatures. Potential contextual filters may be, but are not limited to, contextual filters stored in the data warehouse. A potential contextual filter is associated with an initial context that includes multimedia content elements and/or signatures associated with the context of portions of multimedia content that the filter is designed to change. The potential contextual filter is also associated with a final context that includes multimedia content elements and/or signatures associated with the context of the desired overlays for the multimedia content. Additionally, the potential contextual filter contains multimedia content elements associated with the final context. Such multimedia content elements will be provided as overlays if the filter is selected for use. Potential contextual filters are selected to be applied if the signature of its initial context demonstrates a sufficient level of matching with the signatures of a multimedia content element's context.

As a non-limiting example, a potential contextual filter may contain an initial context including a signature associated with the concept "clouds." The potential contextual filter would also contain a final context including a signature associated with a second concept such as "sunshine." When the potential contextual filter is applied, multimedia content elements associated with the second concept (e.g., the sun, clear blue skies, and the like) are overlaid on portions of the original multimedia content featuring signatures representing the concept "clouds." As a result, a portion of an image containing a cloudy sky may be overlaid with images of the sun and clear blue skies.

In S**830**, a signature is generated for an initial context associated with each potential contextual filter. In an embodiment, this signature may be the signature of one of the multimedia content elements representing a concept associated with the context. In another embodiment, this signature may include a portion of the signature of a multimedia content element that demonstrates a high level of matching with a portion of another multimedia content element associated with the context.

In S**840**, a signature matching process is performed between the signature generated for the context in S**820** and each signature of the initial context produced in S**830**. Two signatures are considered matching if they overlap other over a predefined threshold. A signature of an initial context that demonstrates the highest rate of matching among the analyzed initial contexts is then identified as a closest matching initial context. In S**850**, the potential contextual filter corresponding to the closest matching initial context is provided as the contextual filter for the input context. The contextual filter may be retrieved from a data warehouse (e.g., data warehouse **160**).

The various embodiments disclosed herein can be implemented as hardware, firmware, software, or any combination thereof. Moreover, the software is preferably implemented as an application program tangibly embodied on a program storage unit or computer readable medium consisting of parts, or of certain devices and/or a combination of devices. The application program may be uploaded to, and executed by, a machine comprising any suitable architecture. Preferably, the machine is implemented on a computer platform having hardware such as one or more central processing units ("CPUs"), a memory, and input/output interfaces. The computer platform may also include an operating system and microinstruction code. The various processes and functions described herein may be either part of the microinstruction code or part of the application program, or any combination thereof, which may be executed by a CPU, whether or not such a computer or processor is explicitly shown. In addition, various other peripheral units may be connected to the computer platform such as an additional data storage unit and a printing unit. Furthermore, a non-transitory computer readable medium is any computer readable medium except for a transitory propagating signal.

All examples and conditional language recited herein are intended for pedagogical purposes to aid the reader in understanding the principles of the invention and the concepts contributed by the inventor to furthering the art, and are to be construed as being without limitation to such specifically recited examples and conditions. Moreover, all statements herein reciting principles, aspects, and embodiments of the invention, as well as specific examples thereof,

are intended to encompass both structural and functional equivalents thereof. Additionally, it is intended that such equivalents include both currently known equivalents as well as equivalents developed in the future, i.e., any elements developed that perform the same function, regardless of structure.

What is claimed is:

1. A method for providing contextual filters respective of an identified context of a plurality of multimedia content elements, comprising:

receiving the plurality of multimedia content elements;

generating at least one signature for each of the plurality of multimedia content elements; wherein the at least one signature of a multimedia content element of the plurality of multimedia content elements represents a response of one or more neural networks to the multimedia content element;

generating a plurality of concepts based on each of the plurality of multimedia content elements, wherein each concept of the plurality of concepts is an abstract description of the multimedia content element which the at least one respective signature was generated;

determining a context of each of the plurality of multimedia content elements based on the plurality of concepts generated based on the each of the plurality of concepts, wherein a context of a multimedia content element is determined as the correlation among the plurality of concepts generated based on the multimedia content element; and

providing at least one contextual filter with respect to the context of each of the plurality of multimedia content elements.

2. The method of claim **1**, wherein the at least one contextual filter enables at least one of: editing of the context of the multimedia content element and editing of the content of each of the plurality of multimedia content elements.

3. The method of claim **1**, wherein receiving the plurality of multimedia content elements further comprises: receiving a uniform resource locator (URL) of a web-page; downloading the web-page based on the received URL; and analyzing the web-page to identify the existence of each of the plurality of multimedia content elements.

4. The method of claim **1**, further comprising: storing in a data warehouse the determined contexts and the at least one contextual filter.

5. The method of claim **3**, wherein providing the at least one contextual filter with respect to the context of each of the plurality of multimedia content elements further comprises: generating a signature for the determined context; retrieving potential contextual filters from a data warehouse; generating a signature for an initial context of each of the retrieved potential contextual filters; performing signature matching between the signature of the context and the signature generated for each initial context to identify a closest matching initial context; and determining the contextual filter to the potential contextual filter respective of the closest matching initial context.

6. The method of claim **4**, further comprising: identifying one or more portions of multimedia content in each of the plurality of multimedia content elements; generating at least one signature for each of the identified portions; analyzing the at least one signature using at least one previously generated signature maintained in the data warehouse; determining the context of the multimedia content element based on the signatures and the analysis; and generating at least one contextual filter with respect to the context of the multimedia content element and based on the signatures and the analysis.

7. The method of claim **1**, wherein the at least one signature is robust to noise and distortion.

8. The method of claim **1**, wherein each of the plurality of multimedia content elements is at least one of: an image, graphics, a video stream, a video clip, an audio stream, an audio clip, a video frame, a photograph, images of signals, and portions thereof.

9. The method of claim **1**, wherein the correlation among the plurality of concepts is performed using a probabilistic model.

10. The method of claim **1**, wherein the correlation among the plurality of concepts is based on sizes of signatures representing the concepts.

11. The method of claim **1**, wherein the correlation among the plurality of concepts is based on spatial locations of each signature representing a concept.

12. The method according to claim **1** comprising generating the at least one signature for each of the plurality of multimedia content elements by a plurality of mutually independent computational cores that comprise the one or more neural networks.

13. The method according to claim **1** comprising:

receiving a request to edit a context of a multimedia content element, by applying a contextual filter related to the multimedia content element, and

modifying the multimedia content element by applying the a contextual filter related to the multimedia content element.

14. The method according to claim **13** wherein the modifying comprises changing a context of the multimedia content element from an initial content to a final context.

15. The method according to claim **13** wherein the modifying comprises overlaying a multimedia content element associated with the final context over a multimedia content element associated with the initial context.

16. A non-transitory computer readable medium having stored thereon instructions for causing one or more processing units to execute a process for providing contextual filters respective of an identified context of a plurality of multimedia content elements, the process comprising:

receiving the plurality of multimedia content elements;

generating at least one signature for each of the plurality of multimedia content elements; wherein the at least one signature of a multimedia content element of the plurality of multimedia content elements represents a response of one or more neural networks to the multimedia content element;

generating a plurality of concepts based on each of the plurality of multimedia content elements, wherein each concept of the plurality of concepts is an abstract description of the multimedia content element which the at least one respective signature was generated;

determining a context of each of the plurality of multimedia content elements based on the plurality of concepts generated based on the each of the plurality of concepts, wherein a context of a multimedia content element is determined as the correlation among the plurality of concepts generated based on the multimedia content element; and

providing at least one contextual filter with respect to the context of each of the plurality of multimedia content elements.

17. A system for providing contextual filters respective of an identified context of a plurality of multimedia content

elements, comprising: a network interface for receiving a plurality of multimedia content elements; a processor; and a memory coupled to the processor, the memory contains instructions that when executed by the processor cause the system to:

generate at least one signature for each of the plurality of multimedia content elements; wherein the at least one signature of a multimedia content element of the plurality of multimedia content elements represents a response of one or more neural networks to the multimedia content element;

generate a plurality of concepts based on each of the plurality of multimedia content elements, wherein each concept of the plurality of concepts is an abstract description of the multimedia content element which the at least one respective signature was generated;

determine a context of each of the plurality of multimedia content elements based on the plurality of concepts generated based on the each of the plurality of concepts, wherein a context of a multimedia content element is determined as the correlation among the plurality of concepts generated based on the multimedia content element; and

provide at least one contextual filter with respect to the context of each of the plurality of multimedia content elements.

18. The system of claim **17**, wherein the at least one contextual filter enables at least one of: editing of the context of the multimedia content element and editing of the content of each of the plurality of multimedia content elements.

19. The system of claim **18**, wherein the system is further configured to: generate a signature for the determined context; retrieve potential contextual filters from a data warehouse; generate a signature for an initial context of each of the retrieved potential contextual filters; perform signature matching between the signature of the context and the signature generated for each initial context to identify a closest matching initial context; and determine the contextual filter to the potential contextual filter respective of the closest matching initial context.

20. The system of claim **17**, wherein the system is further configured to: receive a uniform resource locator (URL) of the web-page; download the web-page based on the received URL; and analyze the web-page to identify the existence of each of the plurality of multimedia content elements.

21. The system of claim **17**, wherein the system is further configured to: store in a data warehouse the determined contexts and the at least one contextual filter.

22. The system of claim **17**, wherein the system is further configured to: identify one or more portions of multimedia content in each of the plurality of multimedia content elements; generate at least one signature for each of the identified portions; analyze the at least one signature using at least one previously generated signature maintained in the data warehouse; determine the context of the multimedia content element based on the signatures and the analysis; and generate at least one contextual filter with respect to the context of the multimedia content element and based on the signatures and the analysis.

23. The system of claim **17**, wherein the at least one signature is robust to noise and distortion.

24. The system of claim **17**, wherein each of the plurality of multimedia content elements is at least one of: an image, graphics, a video stream, a video clip, an audio stream, an audio clip, a video frame, a photograph, images of signals, combinations thereof, and portions thereof.

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